



**Callander Enterprise Report February/March 2021 for
Callander Community Development Trust**

1. General

Correspondence sent out on

- Recovery grants
- Webinars and support information
- Any hospitality related information
- Tentative timetable for lifting COVID-19 restrictions

2. Monthly Meeting

- A February meeting was held with about 15 members present and 2 guest speakers.
- Discussions included
 - Dark Skies weekend 19th to 21st March 2021 - Julie Wilson
 - COP26 - Proposal for Callander Climate Change, COP26 and Beyond - Roger Watt
 - COP26 Accommodation – MM
 - MPLC Licence update - MM with HT to support with copyright knowledge
- A March meeting was held on 2nd March with about 12 members present. There were no guest speakers but with updates on COVID-19 lockdown easing, and COP26
- Both meetings included:
 - Agency (NP) and Town Coordinator Round-Up on visitor strategy for NP and LPP respectively
 - Business Round-Up - All
 - Two new members have joined

3. COP26

Accommodation and Study Tours/Trails

After considerable searching, the right company details have been identified for accommodation booking. They have been emailed and a response is awaited – due this week. Depending on the COP26 requirement (may not be an opportunity if the event is run virtually) it is hoped to encourage delegates, attendees and other staff (technical personnel) to take a trip to Callander and stay awhile.

Two study trails will be developed in the first instance to provide visitors with non-conference activities in Callander. COP26 together with the Westminster Government are producing an App and Welcome package which will contain details of non-conference events. Consideration is being given to hosting a Callander COP26 Fringe event, involving the wider community.

VisitScotland Grant for Sector Recovery

Our application for funding for Climate Change Experience On-Line Trails to be developed by interesting Digital on the back of existing information was rejected as it was too specific for Callander and surroundings and not aimed at Scotland on a wider scale.



Further funding sources are being sought with Town Coordinator's help.

DTAS Stand at COP26

DTAS (Development Trust Association Scotland) are applying for a stand in the green zone of COP26 with about 12 or so member organisations presenting their interpretation of one of the COP26 core themes. The most applicable one chosen is Adaptability and Resilience.

A short summary has been provided by the Callander COP26 group and the stand will present items on

- 'The impact Callander's landscape has had on various local sites of human habitation, from Neolithic times to the future via the present' and
- 'The recent history and efforts by the community to manage the impact of climate changes over the last few decades demonstrating adaptability and resilience over time.'

Presence at COP26 will provide excellent credentials for funding the legacy project of Callander, climate and community.

4. Website Platform Contract Renewal

No increase in fees is proposed for CCC for sharing the InCallander website platform. We can either re-sign the fees contract or else generate a side-letter to indicate that as long as the terms and conditions and fees remain the same then the current contract remains valid. Agreement needed at the meeting as to preferred option.

5. In Callander Website and Facebook

Website

January 2021

- 1,935 users (down from c3,000 in 2020)
- 6,063 pages (down from c11,500 in 2020)

February 2021

Similar to last February,

- 2,800 visitors
- 8,000 pages

For both months, the main destinations were walks and the local organisation home pages (CCC & CCDT).

Facebook

The InCallander Facebook page numbers are about 2500 followers.